



**Are YOU the next Lord Sugar?!**





# BUSINESS STUDIES and ENTERPRISE

Steve Jobs  
1955-2011



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# WHAT IS BUSINESS STUDIES?

**Do you ever stop and think about:**

- The design process, planning and research that goes into your latest Smart Phone?**
- The impact that fashion trends have upon the sales and profitability of fads like loom bands/fidget toys.**
- Why Facebook is such a useful promotional tool from a business perspective?**
- How advances in technology have led to new product development from Retro Games such as Pac Man to today's latest Xbox/PlayStation game?**
- How Branding increases the price of everything you eat or drink?**
- The impact that celebrity endorsement has upon the prices of products?**

**All of these decisions are items that must be considered by businesses.**

## **2 options**

**GCSE Business - 100% exam at end of year 11.**

**OCR Nationals in Enterprise and marketing – 2 large projects, one exam – 40% exam, 60% coursework**



# OPTION ONE: GCSE

## 5 theory units

- Business activity
- Marketing
- Production and ICT
- Human Resources
- Finance and Accounting
- External Influences

2 x exams sat  
at end  
of year 11

More in depth  
coverage of a  
range of  
business areas

# OPTION TWO: OCR NATIONALS IN ENTERPRISE AND MARKETING

**3 units**

Enterprise and Marketing

one 90 min exam



**Designing a business proposal**

Use market research to design effective products (past projects have involved fashion and pizza)

**Marketing and pitching a business proposal**

Creating your own brand, range of products, producing a business plan and pitching to external advisors.

1 x exam sat  
in y11  
2 x projects

More emphasis  
on setting up a  
business and  
marketing

# Which one is for me?

Neither is an “easy” option but if you have a positive attitude and good work ethic you will do well....

- Both require a lot of hard work, awareness of the real world (news), essay writing and a good grasp of maths.
- **OCR Nationals** – project work most lessons – requires organisation/ICT skills/teamwork and communication/presentation skills.
- **GCSE** – more knowledge based/typical style lessons – wider application to the real world.

# BENEFITS OF CHOOSING BUSINESS STUDIES AS AN OPTION?

- Links directly to the world of work
- Lots of cross curricular links
- Employers value the qualification
- There are real opportunities to progress in education or employment
- You will gain valuable, transferable skills
- When you leave school and wish to get a job, you will understand more about the way a business runs
- If you chose not to become an employee you will have the skills and knowledge to start your own business.



# EXTRA CURRICULAR CLUBS (1)

- **Hama Beading club** – One lunchtime a week students create a variety of key rings, coasters, badges, jewellery and door signs made from Hama Beads. Students learn how to carry out basic market research and produce products in line with customer demand. Products are sold to raise money for a variety of charities.
- **Make Your Mark with a Tenner** – This is a national competition whereby students who participate each receive £10 funding. Students have one month working either on their own or in small teams to turn their £10 into as much money as possible. The original £10 must be returned and 50% of profits made donated to the schools charity. The remaining 50% of profit can be kept by students.



# EXTRA CURRICULAR CLUBS (2)

- **Peter Jones National Challenge** – students work in small teams to set up their own mini business during the Autumn term. Teams must put together an initial business plan and submit their plan online prior to funding being awarded. Teams keep an online blog of the products and profit margins with a regional winner in each area for most profit made.
- **Barclays Bank Money Hero's competition** – the school participates in the annual money hero's challenge which involves coming up with an initiative to encourage young people to save money rather than spend. In 2012 Byrchall students came in first place and won £3000 which was invested into new technologies within the school.
- **Papworth Trust Charity programme** – the business and enterprise department regularly participates in fundraising events. In 2014/15 students set up their own mini businesses selling a variety of personalised gifts including letters from Father Christmas, Reindeer dust and photo calendars and key rings and raised £760 for the charity.





# FUTURE CAREER PATHWAYS...

- Business Studies opens up your future in terms of both college courses and future jobs!
  - Accountant
  - Teacher
  - Run your own business
  - Journalism
  - Police
  - Advertising/sales
  - Leisure and Tourism
  - Retail
  - Lawyer/solicitor







**Ask current business students or  
call into G2 for a chat!**



# Parent questions

- E-mail: [kmcguire@byrchall.wigan.sch.uk](mailto:kmcguire@byrchall.wigan.sch.uk)

